

**VISION ZERO**  
**ZERO TRAFFIC DEATHS IN MoCo**

# **VISION ZERO**

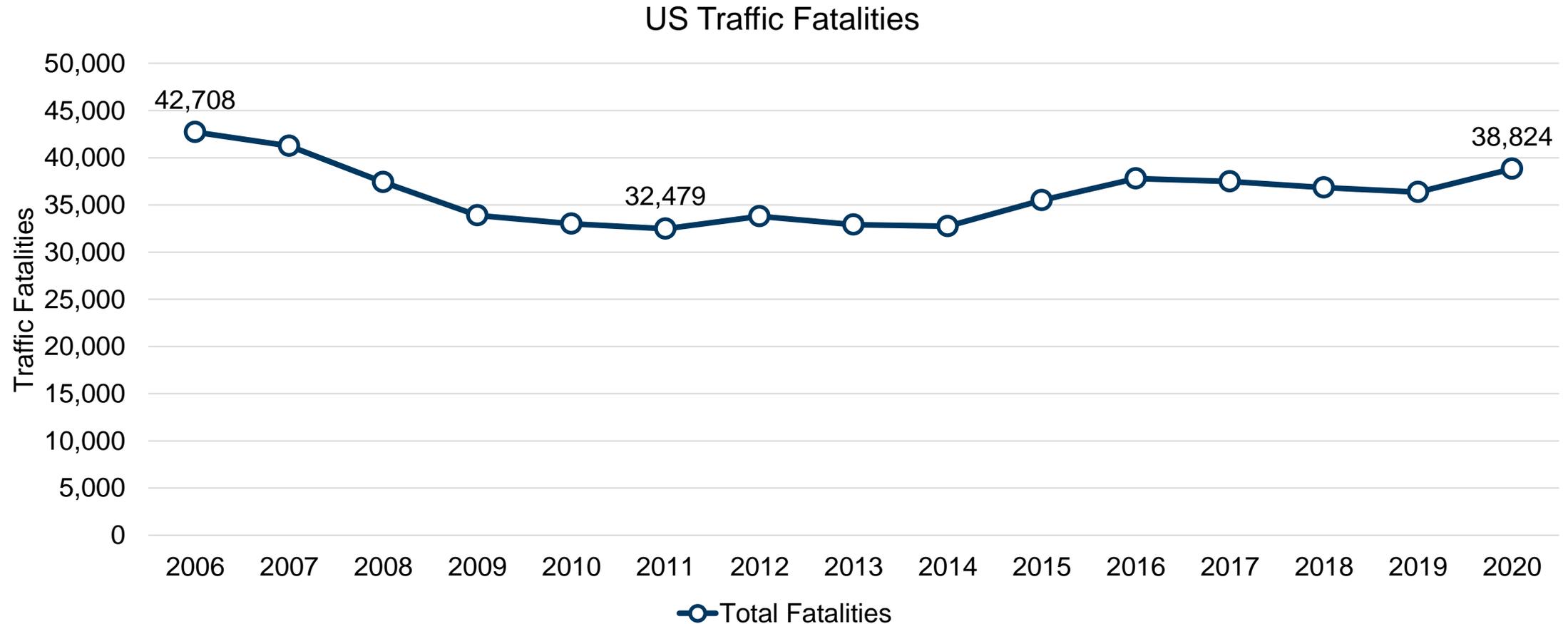
Update to Criminal Justice Coordinating Commission || March 22, 2023



# THE PROBLEM

# 35,000+ Traffic Deaths Each Year in US

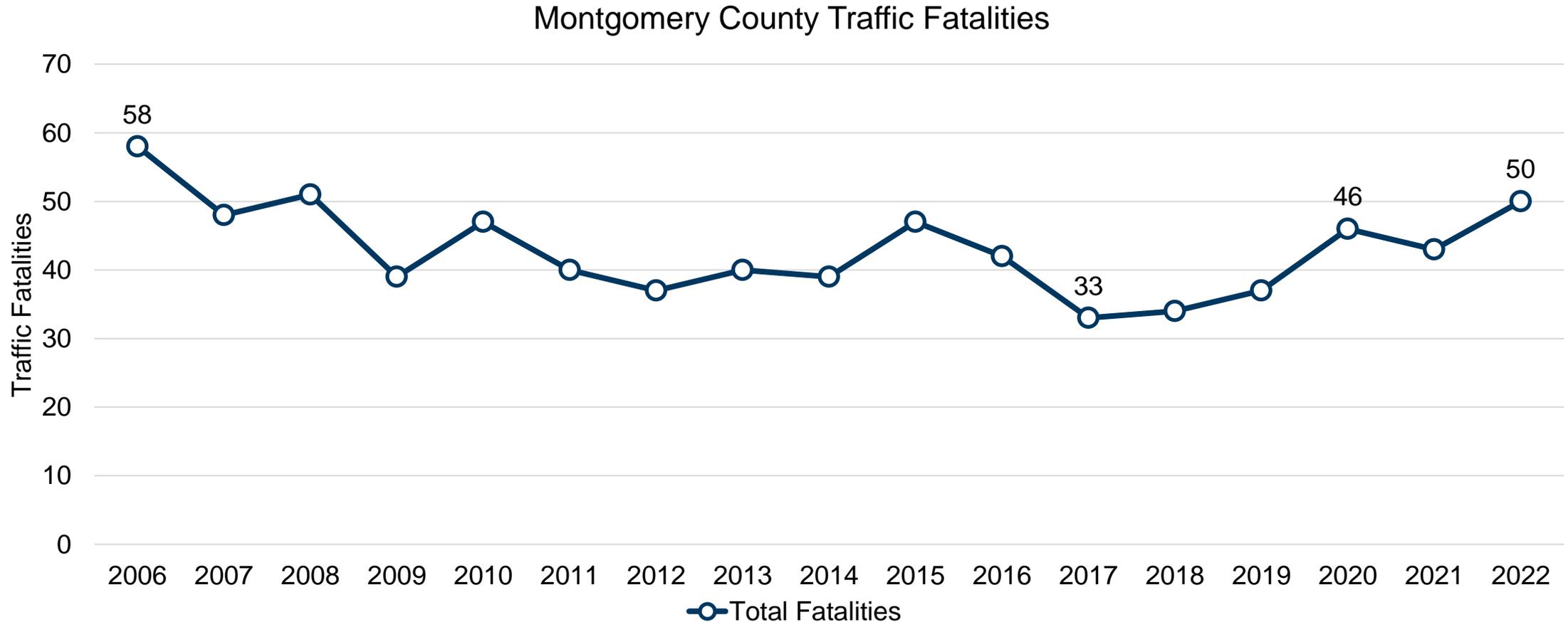
Traffic deaths increasing despite lower driving rates since COVID-19 pandemic started.



SOURCE: [National Highway Traffic Safety Administration](#).

# 35-50 Traffic Deaths Each Year in Montgomery County

After low point in 2017, traffic deaths returning to mid-2000's levels above 45 deaths per year.



SOURCES: 2006-2021 [Maryland Highway Safety Office](#). 2022 preliminary from Vision Zero Coordinator tracking. 2022 data are preliminary and subject to change.

# Road traffic deaths in the US and other high-income countries.

## Motor vehicle crash deaths in 10 comparison high-income countries, 2013



Deaths per 100,000 people

SOURCE: WHO Global Status Report on Road Safety, 2015.

## Countries with the highest and lowest reductions in crash deaths, 2000-2013

Spain (highest)

↘ 75%



AVERAGE

of 19 high-income countries ↘ 56%



United States (lowest)

↘ 31%



Deaths per 100,000 people

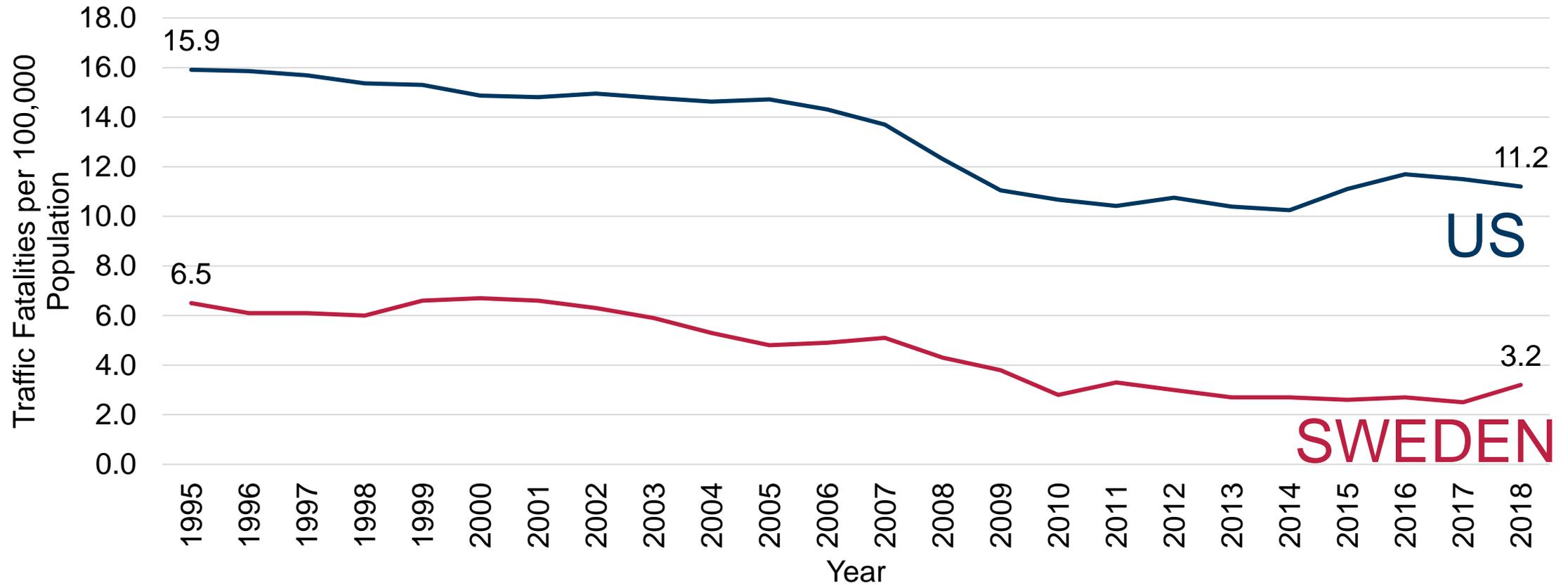
SOURCE: International Road Traffic and Accident Database (IRTAD) Road Safety Annual Report, 2015.



# THE SOLUTION: VISION ZERO

# Swedish Model of Traffic Safety

Vision Zero, adopted in Sweden's Parliament in 1997, has spread worldwide due to strong results in saving lives and making Swedish roads some of the safest to travel in the world.



# What is Vision Zero?

Building Layers of Safety to Prevent Serious and Fatal Injuries on Our Roadways



# The 6 Safe System Principles



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Death/serious injury  
is unacceptable



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Humans make  
mistakes



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Humans are  
vulnerable



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Responsibility is  
shared



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Safety is proactive



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Redundancy  
is crucial

# THE 5 SAFE SYSTEM ELEMENTS



Installing traffic signals  
and modifying existing  
signals

## Safe Roads – Separate Road Users in Time



Signal changes at Shady Grove Rd & Briardale Rd with exclusive red turn phasing and backplates to address failure to yield crashes.

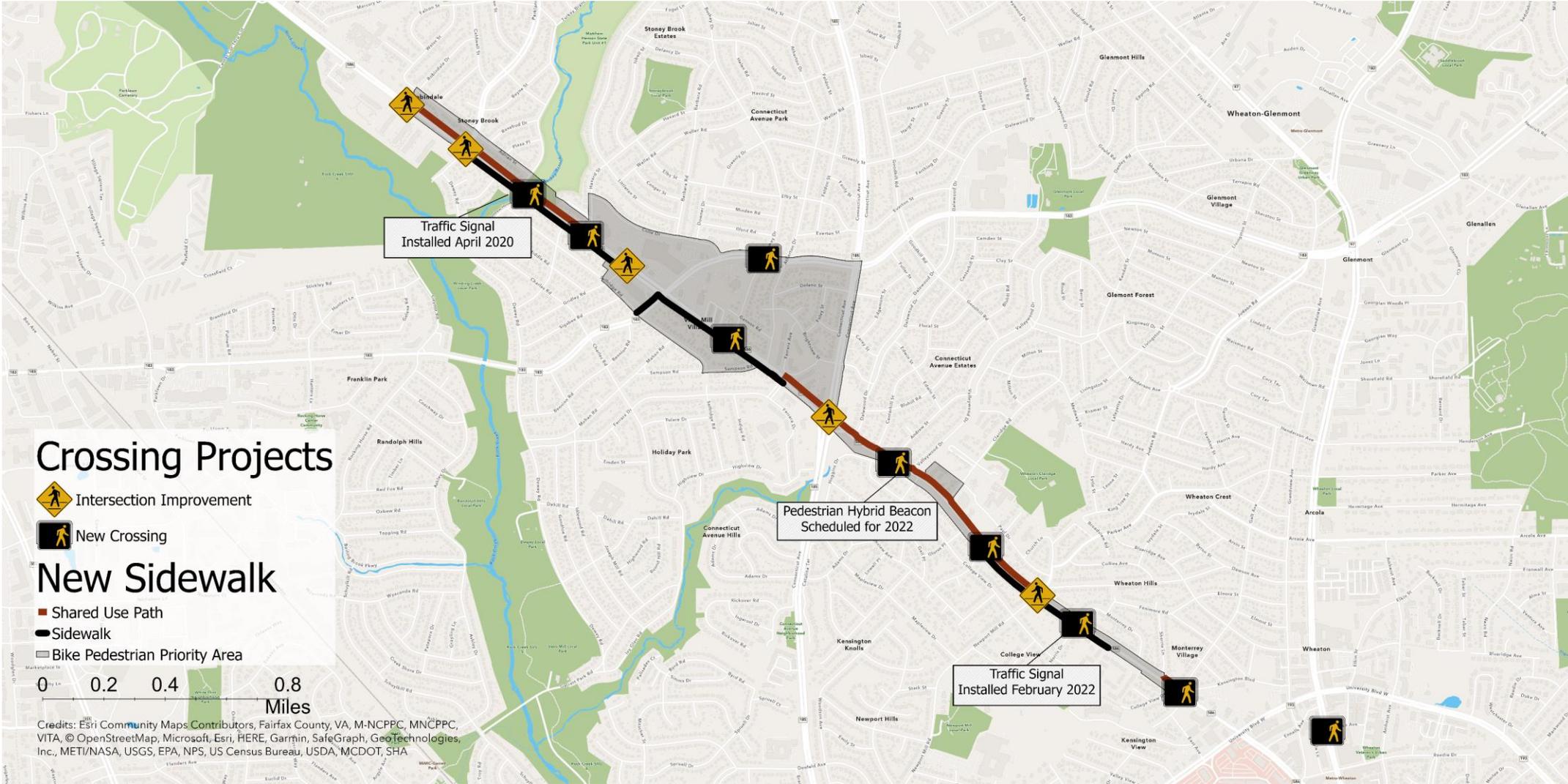
# Safe Speeds and Roads

Above 20-25MPH, provide dedicated spaces for pedestrians and cyclists



# Safe Speeds and Roads

## Improving Pedestrian and Bike Connections to Transit



# Safe Roads – Trail Crossing Safety

Changes to trail crossings can include upgrading the crosswalks to high visibility, realigning crosswalks, sightline adjustments, improved signage, and new beacons.



Cabin John at Tuckerman Lane



Sligo Creek at Dennis Avenue



# Safe Vehicles

Vehicles that protect those inside AND outside the vehicle

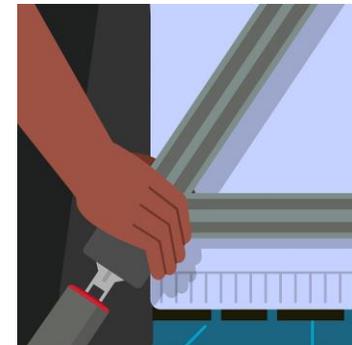
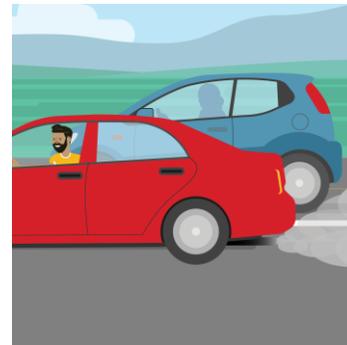


# Post Crash Care

Getting patients the proper care on the scene and at the hospital



# Purposeful, Evidence-Based Policing Practices



## Driver Yielding to Non-Motorists

Targeted Driver Enforcement at Crosswalks

↑ Increased Driver Yield Rates

## Impaired Driving

Publicized Sobriety Checkpoints

↓ 17% Decrease Alcohol-Related Crashes

## Speeding

Automated Speed Enforcement

↓ 19% Reduction in Severe Collisions

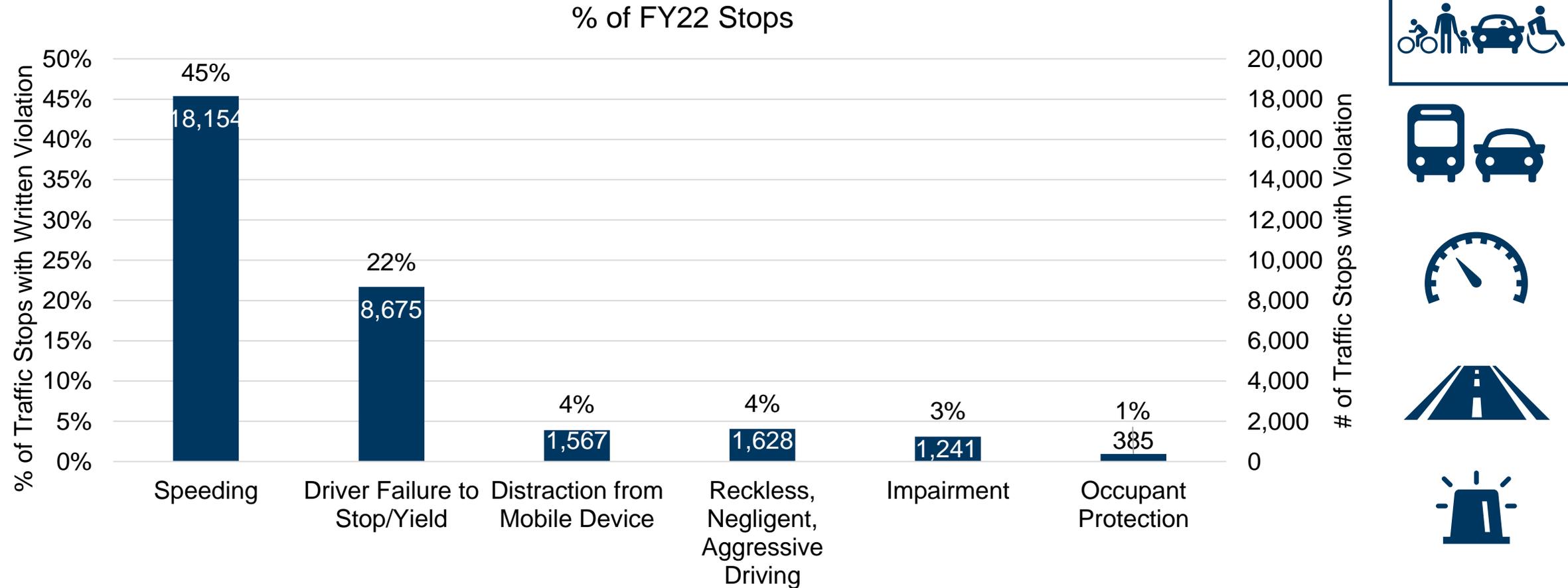
## Unrestrained Occupants

Short Term, High-Visibility Seat Belt Law Enforcement

↑ 16% Increase in Seatbelt Use

# Focused Enforcement Efforts

**45% of 40,214 stops by MCPD officers in FY22 involved a warning or citation for speeding. 57% of all violations were issued as warnings.**



NOTE: A traffic stop can have multiple violations. In FY22, MCPD wrote 1.8 violations per traffic stop.

# Safe People - Holiday Alcohol Task Force

## Promoting Safe Rides Home

- Over 290 DUI arrests for eight-week task force.
- Over 900 people utilized [SoberRide](#) in DC area for New Year's Eve.
- [Outreach to bars and restaurants](#) with free coasters with safety message.
- Continued to update [Safe Ride Home page](#) to provide one stop shop for finding sober ride options in Montgomery County.



## About the Contest

Show us what you know and help educate others by creating a video promoting pedestrian safety! You can be the writer, producer, director, and the star! Create a 30-second video promoting the importance of focusing on your surroundings and not your phone while walking, driving, or riding a bike.

Enter for a chance to win an Apple Macbook Air, an Apple Watch, or \$800 Visa gift card while earning 5 SSL  hours!



+ MORE COOL PRIZES!



# Heads Up/ Phones Down Video Contest

Last year's contest entries received from 2/1 – 2/22 from 170 high school students.

Used in April distracted driving awareness month campaign.

# BIKE RODEOS





# Vision Zero Youth Ambassadors

# Layers of Systematic Safety

The 5 Safe System Elements Create Redundancy

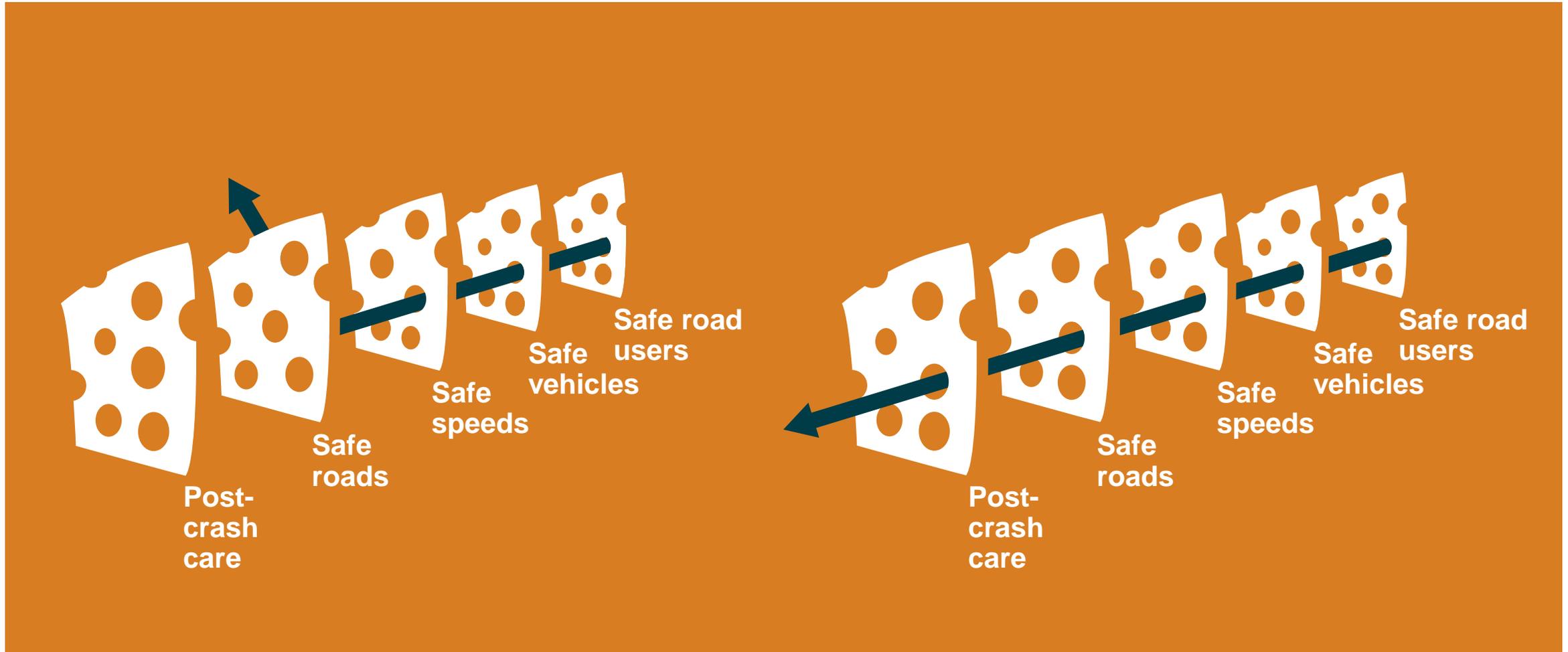
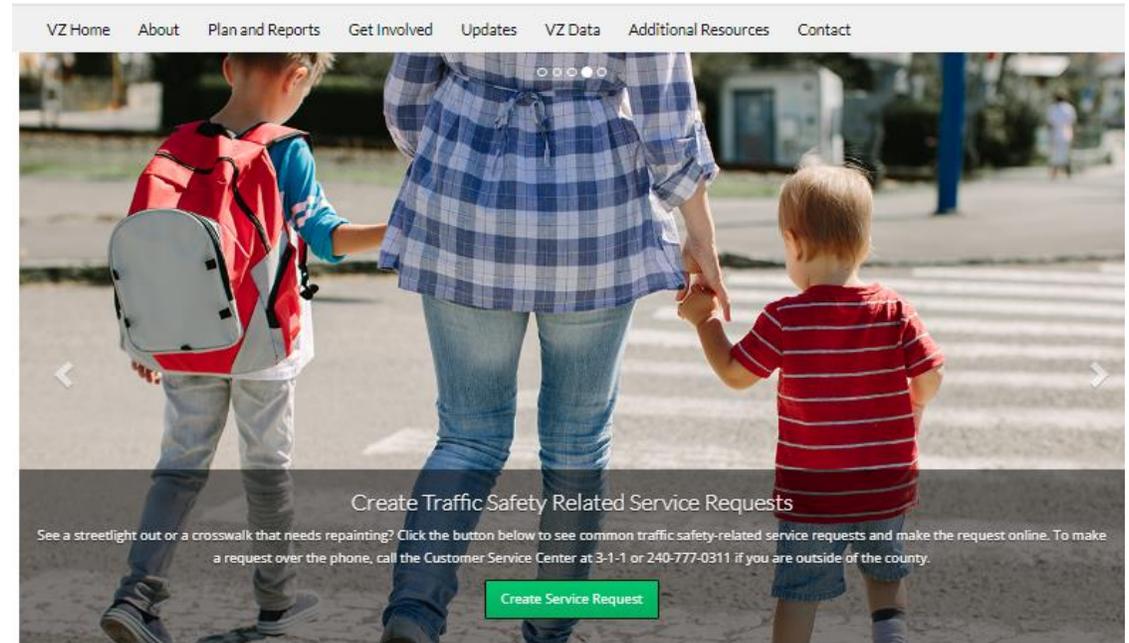


Image Source: [FHWA](#)

# Latest Updates on Vision Zero Website



VZ Home About Plan and Reports Get Involved Updates VZ Data Additional Resources Contact

Create Traffic Safety Related Service Requests

See a streetlight out or a crosswalk that needs repainting? Click the button below to see common traffic safety-related service requests and make the request online. To make a request over the phone, call the Customer Service Center at 3-1-1 or 240-777-0311 if you are outside of the county.

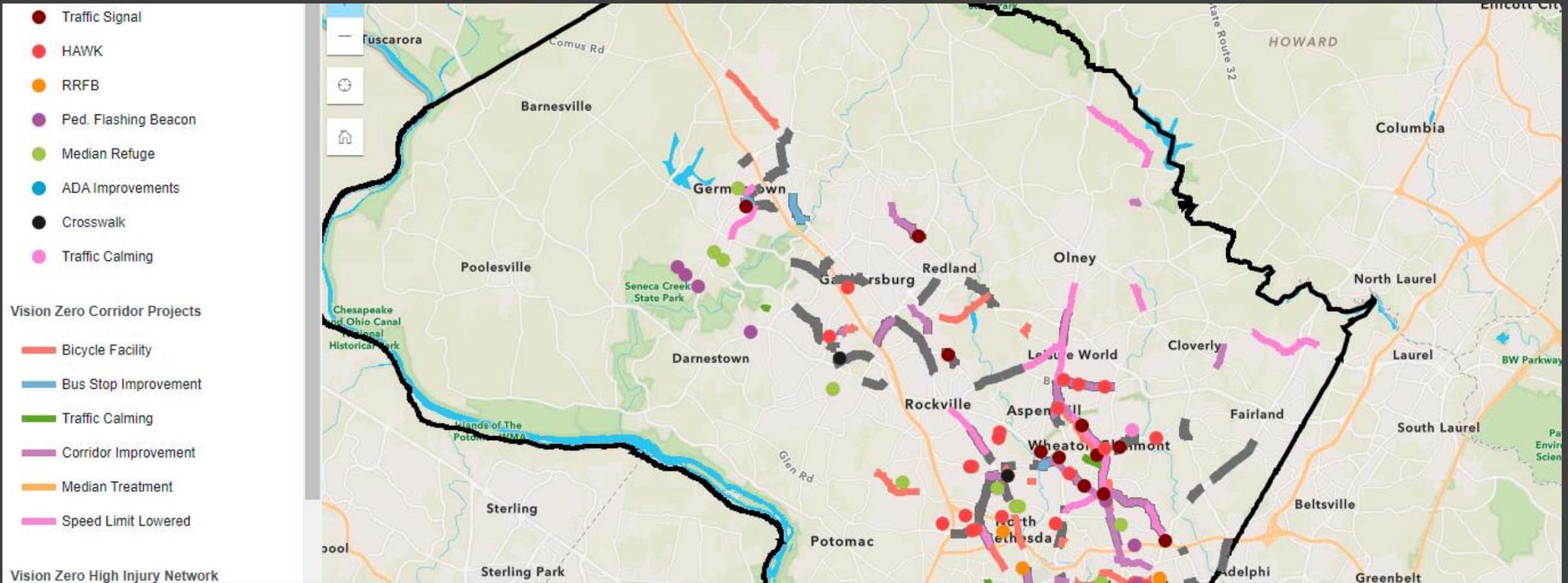
Create Service Request

### Montgomery County's Goal to End Traffic Deaths

Montgomery County is one of the first county governments in the United States to initiate a Vision Zero plan. The County has put resources in place to eliminate serious and fatal collisions on County roads for vehicle occupants (drivers and passengers), pedestrians, and bicyclists by the end of 2030. [Learn more about the Action Plan.](#)



VISION ZERO QUARTERLY IMPLEMENTATION UPDATES



## Project Map

Find the latest details on projects in your neighborhood by checking out the [interactive project map](#), visiting the [MCDOT project page](#), or the [SHA project portal](#).

# INTERGOVERNMENTAL COORDINATION ON VISION ZERO

Different Names and Interim Targets, Same End Goal





**THANK YOU!**

Wade Holland, Vision Zero Coordinator

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